

THE NEBBBS • Butch Takes It on the Chin • By SOL HESS



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How WILBUR SHAW, Indianapolis' Own Speed Demon, DEFIED DEATH to win the Nerve-shattering 500-mile Indianapolis Auto-Race in RECORD-BREAKING TIME!

THE INDIANAPOLIS 500-MILE RACE IS THE MOST GRINDING TEST OF MAN AND MACHINERY IN THE FIELD OF SPORT...THE EXACTING BRICK OVAL THE MOST RUTHLESS TRIAL OF STAMINA, NERVES, AND DRIVING SKILL IN MODERN RACING.



WHY DON'T YOU GET OUT OF THIS CRAZY RACKET, SHAW...WHILE YOU'RE STILL IN ONE PIECE!



BEFORE 150,000 YELLING FANS CLUSTERED AROUND THE 2 1/2-MILE BRICK INDIANAPOLIS OVAL...THE 33 STARTERS WERE GIVEN THE GREEN FLAG TO "GUN-IT" ... THE FAMOUS MEMORIAL DAY RACE WAS ON!



A FORMER CHICAGO MILK-WAGON DRIVER SET A WILD PACE FOR THE 1ST 70 MILES. THE EX-MILKMAN'S AMBITION WAS STOUTER THAN HIS MACHINE, HOWEVER, AND HIS TRANSMISSION FAILED HIM ON THE 27TH LAP



AT 150 MILES, SHAW HAD SET A NEW TRACK RECORD FOR THE DISTANCE...THE BUSTLING SPEED AND THE UNSEASONAL 90° HEAT HAD ALREADY CAUSED SEVERAL DRIVERS TO DROP OUT. TO MAKE MATTERS WORSE, WILBUR'S RIGHT FOOT WAS BEING SLOWLY BAKED BY HIS CAR'S OVER-HEATED TRANSMISSION! STAMINA WAS NEEDED HERE!



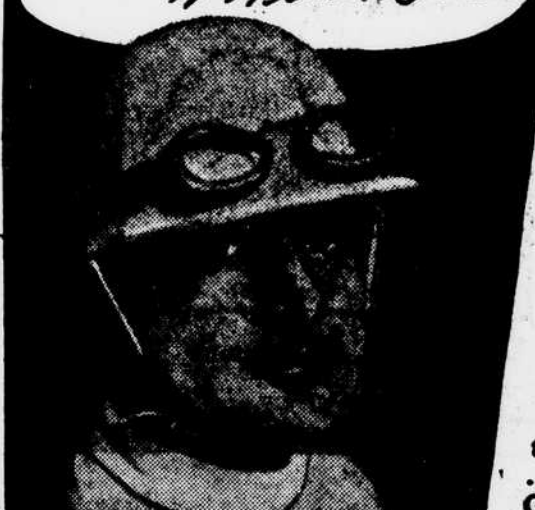
THE INTENSE HEAT WAS TAKING A TOLL OF MOTORS AND MEN! AT 300 MILES, 10 OF THE 33 STARTERS HAD BEEN ELIMINATED!...AT THE 325-MILE MARK...WILBUR SHAW LOST THE LEAD WHEN HE WAS FORCED INTO THE PITS FOR A TIRE CHANGE, GAS, AND WATER...



WITH THE HOME STRETCH IN SIGHT, THE GREEN CAR STILL LED! THEN SUDDENLY THE GREEN MACHINE FAITERED... AND SHAW'S RED RACER SKIDDED BY IT... INTO THE LEAD! POUND... POUND... THEN SHAW'S THUNDERING RED STREAK BLAZED INTO THE HOME-STRETCH... A SCANT 20 YARDS IN THE LEAD!



QUAKER OATS HAS THE STUFF IT TAKES TO BUILD STAMINA AND NERVE!



Visit Your Friendly Grocer's WINTER HEALTH BREAKFAST SALE!

This week, your neighborhood grocer is featuring a wonderful Winter Health Breakfast Sale. And right at the head of the list is Quaker Oats. For this house of food elements that mean so much to Winter Health. The precious Vitamin B Quaker Oats gives you, braces up nerves, tones up lazy digestion, and stimulates appetites. Its rich supply of food energy helps build vitality and stamina everyone needs this time of year. Quaker Oats helps lick old man winter... It's easily and quickly prepared... and it costs only 1/2 cent a serving. Give the whole family a daily breakfast of delicious Quaker Oats.



QUAKER OATS.. Breakfast of Great Americans!